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Vick's Aster Book for Florists

1928

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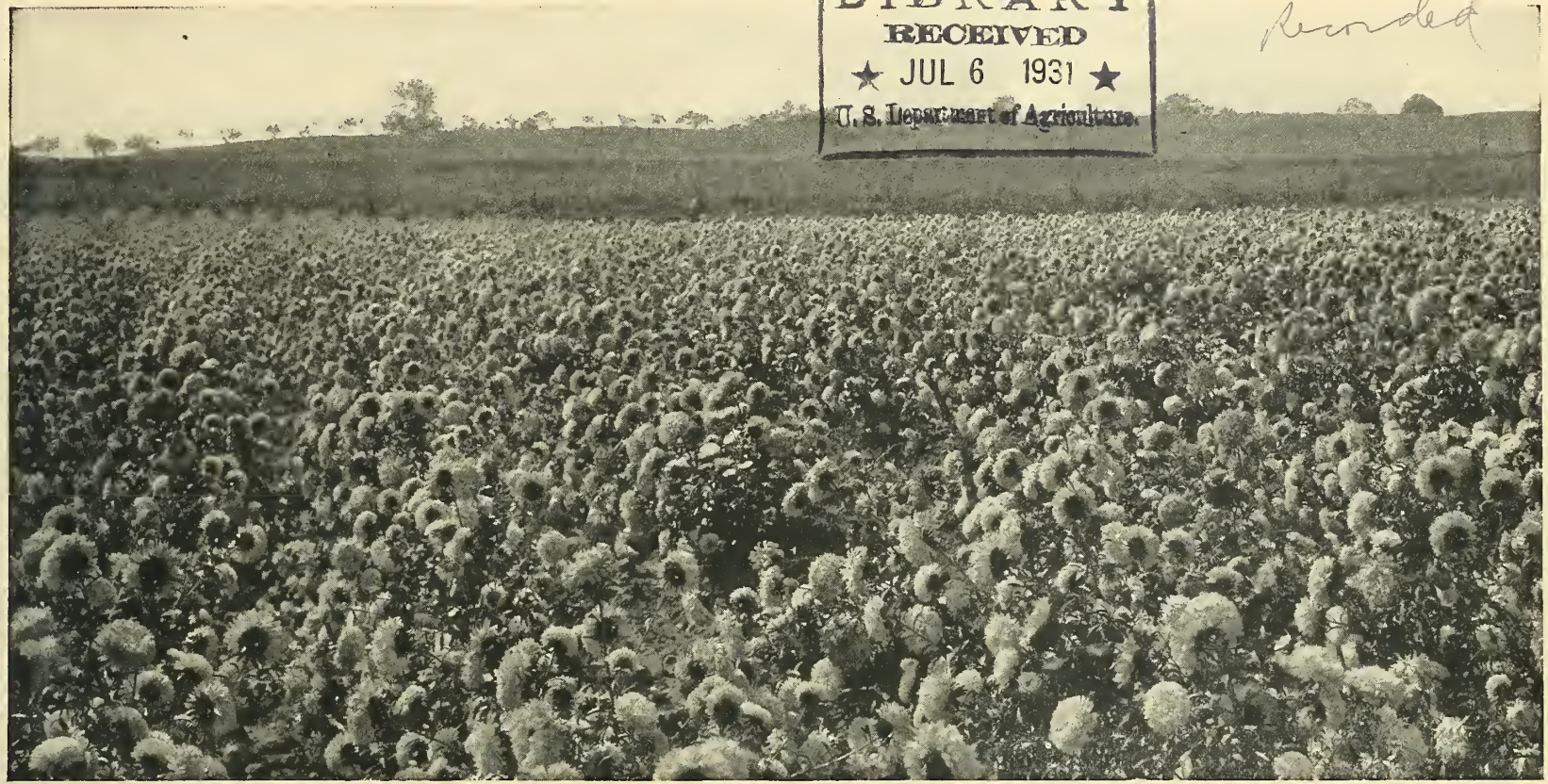


JAMES VICK'S SONS
ROCHESTER, N.Y. *The Flower City.*

JAN 25 1928
Import Division

Broadcasting From Station V I C K, Rochester, N. Y.

To Florists and Aster Growers listening in on our program we take pleasure in announcing the most complete and harmonious concert we have ever arranged.

Before announcing the first number on the program we would like to remind you that the Aster is undoubtedly America's premier outdoor annual flower. So steadily is its popularity increasing that beautiful gardens of Asters may be seen in summer along every well traveled highway, in some places vieing in numbers with gasoline stations. Their beautiful form, wide range of colors, enormous flowering productivity and numberless uses make them a favorite of both amateurs and florists. The present almost sure protection afforded by new insecticides and fungicides make it easy now to grow Asters almost everywhere.

Most of the American varieties of Asters catalogued by the best seedsmen were developed on our own seed farms. There is no American seed catalogue of any importance which does not list varieties introduced by us. Increasingly European catalogues now include varieties which had their origin on our own seed farms, so that now the descriptive term "Vick's" is printed in English, French, German, Italian, Danish, Swedish, Japanese and possibly other languages.

We enjoy with pardonable pride the reflection that we have contributed materially to such an important industry and aided in beautifying America by a type of flower unsurpassed anywhere else. This book is, therefore, fittingly devoted exclusively to the illustration and description of particular varieties of Asters which, in our judgment, are best suited for the amateur and commercial grower. Every variety herein listed is a worth-while kind, and for some purposes, and under some conditions, it may be said to equal or excel all others. We recommend, therefore, that growers of Asters put in trial rows of a considerable number of varieties each year for the purpose of discovering what varieties are best suited to their own particular soil and climatic conditions and trade demands.

In concluding this friendly "talk" with our customers, friends and new acquaintances, we respectfully invite your attention to our new Wholesale Catalogue which we are sending in the same envelope with our Aster Book. Probably every Aster grower raises other flowers as well. You will find our strains of flower seeds will equal, if not surpass, those offered elsewhere. The same is true of our tender and hardy plants, bulbs, etc. When it comes to strains of vegetable seeds for Market Gardeners, we are confident that nowhere else can you find better strains of heavy yielding, commercially valuable varieties.

We respectfully solicit your seed orders, confident that our extra value, quality and prompt, careful, efficient service will appeal to your good judgment and win your complete satisfaction. Your increased prosperity will in return bring us increased pleasure.

Please stand by for the rest of the program.

This is Station V I C K, Rochester, New York, "The Flower City."

We have grown Asters longer, and have introduced more new varieties than any other seedsmen in America.

One Of Our Most Popular Novelties

Heart of France

Here is one of our varieties that is now catalogued by nearly every seedsman in America. Its popularity does not stop here, as we have filled orders for seedsmen in several countries in Europe and even in far-away Australia.

When we introduced this variety during the world war, the French Ambassador, since President of France, sent us a letter of appreciation that this beautiful flower had been named in honor of his country.

It is the best pure red Aster ever introduced. All others have somber shades of blue or too much yellow in the color pigments. Heart of France opens red as the purest ruby, deepens with age and retains its remarkable beauty to the very end. The petals appear strikingly changeable, showing now a glow and sheen quite unique, now a soft warm velvety texture. In any light, natural or artificial, Heart of France is startlingly beautiful and will command instant admiration.

The flowers are large and full with never a trace of hollow center. The plants are of branching type and very robust habit. The stems are long and strong and have very few laterals. The plants begin to bloom quite early in the season and open fully with the mid-season varieties. They retain their brilliancy and luster for a longer period than almost any other color.

The marvelous satiny sheen and luster on some petals and the velvety softness of others are faithfully reproduced in this photograph.

Prices: 1/16 oz., 20 cents; ⅛ oz., 35 cents; ¼ oz., 65 cents; ½ oz., $1.20; 1 oz., $2.00.

Silvery Asters and Lavender Gem

For wide range of color, general usefulness and popularity no other annual flower in cultivation compares with the highly developed American Asters, nine-tenths of which were introduced by us.

Vick's Silvery Pink
Vick's Silvery Rose

These exquisitely beautiful flowers derive their distinction from the delicate silvery sheen which overlays the predominating color. Each petal has actually the same color from base to tip, but massed in the enormous double bloom in the heart of each flower of Vick's Silvery Pink appears a warm, glowing pink, while, as the light reflects upon them, the tips of the petals have a silvery sheen which makes them appear almost white, the whole effect of which is indescribably beautiful. Every petal of Vick's Silvery Rose is a combination of deep lilac rose, almost cerise, very delicately threaded with white. The threads are so tiny as to give the petals a silvery sheen, and not the impression of a striped variety. Even the slightest change in light will change the petals from a rich glowing rosy cerise to a silvery rose. The plants of both of these varieties are very vigorous. Stems are long and the flowers large. The crop of Vick's Silvery Pink was fine, but yield of seed small. We have an excellent supply of Vick's Silvery Rose. This is one of the best varieties for bedding and summer hedges. Moreover, its unusual shading and rare color make it a desirable variety for cutting.

Prices: Vick's Silvery Rose, 1/16 oz., 20 cents; ⅛ oz., 35 cents; ¼ oz., 65 cents; ½ oz., $1.20; 1 oz., $2.00.
Vick's Silvery Pink, in packets only, each, 35 cents.

Vick's Lavender Gem

This is the largest extra early lavender in existence. When the flower first opens it is a delicate lavender, deepening with age. The flower is always full double, showing no tendency to produce single or semi-double blooms. The feathery effect of the Ostrich-feathered type, to which it belongs, is enhanced by the fact that it bears a large proportion of long, partly tubular, florets that are irregularly cut and slashed, so that the flower looks like a ragged Chrysanthemum.

The plant is erect and of medium height, branching close to the ground. The flowers are borne in profusion on long, slender, wiry stems.

In season it is classed as an extra early, blooming about the same time as Queen of the Market, but the flowers are usually larger and bring higher prices because of the scarcity of extra early comet type flowers of good quality.

Prices: 1/16 oz., 20 cents; ⅛ oz., 35 cents; ¼ oz., 65 cents; ½ oz., $1.20; 1 oz., $2.00.

Every high class American seed catalogue lists Asters introduced by us. A catalogue without our Asters is woefully deficient—probably deformed in other respects also.

Popular Mid-season Varieties

Black Knight Aster

The darkest ever introduced. The delicate sheen of red, which shows only on close inspection, prevents the flower from being a dead black, thus giving it a rich velvety beauty and enhancing its usefulness and value. It harmonizes beautifully with flowers of almost any color or combination of colors. While it wins instant admiration alone, either in bouquets or in garden planting, in combination with other colors not only is it strikingly attractive itself, but it brings out and glorifies the beauty of the other flowers. Black Knight belongs in the Early Branching class. The plant is vigorous; stems are of good length for cutting with few lateral side buds; the flowers are of medium size and well filled. Orders for Black Knight accepted only with orders for other varieties.

Sold this year in packets only, each 50 cents; two for 75 cents.

Vick's Imperial Asters
The Most Popular Medium Early Variety

Of Vick's Imperials, probably the best known are Daybreak, delicate shell pink, and Purity, white. The other colors supplement and round out this very important mid-season class. The plants and flowers resemble the historic Victoria Asters from which Daybreak originally was bred. Plants are upright in habit. Flowers double and very compact. Most popular class known for bedding purposes. Valuable also in the cut flower trade.

Prices: Daybreak, Purity, Lavender, Light Blue, Dark Blue, and Yellow, 1/16 oz., 20 cents; ⅛ oz., 35 cents; ¼ oz., 65 cents; ½ oz., $1.20; 1 oz., $2.00.

Ball's New White

A new midseason Aster belonging in the Early Branching class, especially in demand in some wholesale cut flower markets. Not introduced by us, but grown especially for us.

Prices: 1/16 oz., 20 cents; ⅛ oz., 35 cents; ¼ oz., 65 cents; ½ oz., $1.20; 1 oz., $2.00.

The Original "Rochester" Aster

Our prices this year are generally lower than the crop harvested warrants. But we put most emphasis on the quality. For VICK QUALITY will be remembered when the price has been forgotten.

Lavender Pink Rochester

Official Flower of the City of Rochester

Named at Request of Rochester Chamber of Commerce

This splendid Aster, of recent introduction, is already better known among seedsmen and commercial Aster growers than many other good varieties that have been on the market for years, and it is steadily increasing in popularity with wholesale florists. The color is an exquisite shade of lavender pink. The petals are narrow, very long, and gracefully reflexed. The outer petals show to their full extent, while gradually toward the center they bend and curl across each other in magnificent disorder. It is a Comet Aster with the vigorous growth and long stems of the Branching sorts, and crowned with immense flowers. The flower illustrated in this picture was over six and one-half inches in diameter. Season a little earlier than Vick's Late Branching.

Prices: 1/16 oz., 20 cents; ⅛ oz., 35 cents; ¼ oz., 65 cents; ½ oz., $1.20; 1 oz., $2.00.

Our Newest Rochester Asters

Heart of Rochester and Cerise Rochester

Here are our two newest Rochester Asters, destined, we believe to become very popular both with florists and amateurs. Cerise is a warm, soft, pleasing shade between rose and crimson. Despite our efforts for years, it still breaks into other varietal types so that the grower must expect a certain percentage of other colors. Nevertheless, it is well worth a place here. Heart of Rochester is the same rich glowing ruby red as Heart of France. While neither of these produce such large flowers as the other Rochesters, both add richly to the range of colors in this world famous class.

Heart of Rochester and Rochester Cerise in packets only, each 25 cents; two for 40 cents.

Orders for these two Asters accepted only with orders for other varieties.

Sow part of your seed early and make frequent sowings, so that when the soil becomes warm and mellow you will be ready to set out strong, well-developed plants, neither too young nor too old.

Other Rochester Colors AND Peerless Yellow

White, Shell Pink, Lavender, Rose, Crimson and Purple Rochester

These colors of the famous Rochester class are similar in type to the other members of the family. They are selections out of our Mikado Asters, from which the entire Rochester class has had its origin. The flowers are larger and fuller than either our Mikado or Branching Comet. The blooming season is about the same as Mikado and earlier than Branching Comet or Crego. Rochester Asters are the highest development of the Comet type possible to attain up to this time. They are so double and full centered that the average yield of seed is about one-fourth that of Crego.

The long, narrow petals fall over one another in a charming cascade of color, forming a wonderfully shaggy mass that cannot be equaled for richness of effect. In addition to their great diameter, they have a most remarkable thickness, making them truly massive. Vick's Lavender Rochester is an exquisite shade of clear light lavender. Vick's Purple Rochester is a rich shade of deep purple.

Prices: Lavender, Rose, Shell Pink, White, Purple, Crimson and mixed, 1/16 oz., 20 cents; ⅛ oz., 35 cents; ¼ oz., 65 cents; ½ oz., $1.20; 1 oz., $2.00.

Vick's Peerless Yellow

By far the most satisfactory yellow Aster yet produced. The flowers are large, remarkably full and ball shaped, with centers so deeply covered with curled and twisted florets, that the variety is almost a record-breaker in scarcity of producing seed. Every flower will come a beautiful, true, light yellow. The plants are of branching type and very vigorous. A single plant will frequently have from twenty to thirty good flowering stems of sufficient length, and flowers of ample size for fancy cut flower purposes. So numerous and large are the flowers, that the plants are completely covered like a golden dome.

Although the quality of flowers this year was better than usual, the yield of seed is very small. On that account orders will be accepted only with orders for other varieties.

Sold this year in packets only, each 35 cents, two for 60 cents.

Vick's Perfection Asters

Our strains of Asters are not allowed to "run out." On the contrary, each one is improved from year to year. We do not keep with the crowd. We keep AHEAD.

Splendid Mid-Season Uprights

We consider this the finest mid-season erect Aster in cultivation. The flowers are exquisite in form, and the plants equal in height those of the late upright Asters. Grown on our farm, under ordinary field conditions, the flowers average four to five inches in diameter.

Gradually we have developed a new strain in this class in which all the petals of the opening flower fold gracefully toward the center like enormous peonies, while the outer surface of the petals shows a glow or sheen characteristic of some of our newest Asters like Heart of France.

In mature flowers, the outer rows of petals are straight, but the center is completely covered by a mass of curved and twisted petals regularly arranged in a sort of curl or whorl. The broad petals are slightly folded lengthwise, making them appear rather narrow.

The plants are extremely vigorous, with unusually broad, dark green leaves and stout stems. They carry from six to twelve large flowers on long stems free from side branches.

Prices: Blush, Lavender, White, Shell Pink, Crimson and mixed, 1/16 oz., 20 cents; ⅛ oz., 35 cents; ¼ oz., 65 cents; ½ oz., $1.20; 1 oz., $2.00.

Vick's Novelty Aster Mixture

We are offering this mixture to our friends in the belief that it is one of the most valuable mixtures which any florist can use. The seed of this mixture was saved from plants grown in our aster experimental grounds, where the work of improving, selecting and producing new varieties is carried on. You can imagine the wonderful assortment of types and colors which this mixture contains.

Prices: 1/16 oz.. 20 cents; ⅛ oz.. 30 cents; ¼ oz., 50 cents; ½ oz., 85 cents; 1 oz., $1.50.

Sow liberally. Have plenty of plants coming on after your fields are first set. Then you will be prepared to replant at once in case of the destruction of your field by storms or droughts.

Vick's Pink Enchantress

One of the Best Novelties in Recent Years

Many successful florists, who grow quantities annually, know that all the good things we have said about this fine Aster have been fully warranted. Among its other good qualities Vick's Pink Enchantress has proved to be a very desirable variety to grow under glass.

Its color is a soft delicate pink, so popular in the Pink Enchantress Carnation. The flower is unusually lasting, both as a cut flower and on the plant, and notwithstanding its delicate shade, the color does not fade.

Vick's Pink Enchantress is upright in habit, as distinguished from the branching type. The plants are very vigorous, making a much stronger growth than any of the older upright varieties. The leaves are large and broad, like those of the branching class. The stems are long, strong and graceful, for the support of the numerous, large, marketable blooms.

In season, the Pink Enchantress is between mid-season and late varieties, coming in ahead of the Early Branching, and as a commercial Pink Aster, it is without a rival in that season.

The flower itself is always full double; the petals are of medium length and very broad. Those toward the center fold in very regularly, while gradually, toward the outer edge, the petals stand out more and more, until those on the outside recede from the center, thus increasing the diameter of the flower, which compares favorably in size with the largest flowering kinds on our farm.

The general effect of the loosely arranged, delicately colored flower is indescribably soft and pleasing. The rare combination of desirable qualities in this new production attracted the favorable comment of every florist and seedsman who has visited our farm and has seen it growing under ordinary farm conditions.

Prices: 1/16 oz., 20 cents; ⅛ oz., 35 cents; ¼ oz., 65 cents; ½ oz., $1.20; 1 oz., $2.00.

Vick's Famous King Asters

We developed this class along two distinct lines: One with *branching* or wide spreading stems, the other with *upright* or closely compacted stems.

Probably half of the best seed catalogues illustrate asters by pictures of flowers which grew on our farms.

King Asters, Branching Class

Habit and season similar to Vick's Branching; vigorous in growth, with long, stiff stems and flowers of the largest size. In form the flower is distinct from every other variety. The petals are folded lengthwise, so that they somewhat resemble the quilled varieties, giving the large flowers a bold and striking appearance.

Vick's Violet King is a rich, soft violet purple, very popular everywhere, not only with commercial growers, but with amateurs as well. **Vick's Rose King** is identical with Violet King except in color, which is a brilliant Rose. **Vick's Lavender King** is a fine color in the King class, a beautiful deep lavender. **Vick's White King,** a recent introduction, is a splendid companion to the other colors. **Vick's Shell Pink King** is a soft pleasing blush pink, just the shade to increase the popularity of the whole King class.

While the whole class of King Asters has responded splendidly to our efforts to secure larger and more double flowers, the seed productiveness has been greatly reduced, so that we have very little seed to offer. We are certain that those who get it will be well pleased with the investment.

Prices: White, Crimson and Lavender in packets only, each, 15 cents; two for 25 cents.

Shell Pink, Rose, Violet and mixed, 1/16 oz., 20 cents; ⅛ oz., 35 cents; ¼ oz., 65 cents; ½ oz., $1.20; 1 oz., $2.00.

King Asters, Upright Class

In this class we have this year White, Shell Pink, Rose, Lavender, Lavender Pink, Crimson, Dark Violet and mixed.

Prices: 1/16 oz., 20 cents; ⅛ oz., 35 cents; ¼ oz., 65 cents; ½ oz., $1.20; 1 oz., $2.00.

The man who gets good seed, but neglects his plants, stands little show of success; but the man who gets poor seed, stands no show at all.

Vick's Triumph Comet Aster

A Highly Developed Strain of a Very Popular Class

A magnificent new class of mid-season Asters, with extra long stems and large fluffy, full double flowers of the finest type. In season, Vick's Triumph Comet Asters are between extra early and the Early Branching varieties, or about the same season as Vick's Royals. Splendid Mikado or Rochester flowers of the best type, on tall, upright plants. A great improvement over any Upright Comet heretofore offered, in size of plant, length of stem, and in size and perfection of flower.

In comparing Vick's Triumph Comet Aster with the so-called Astermums as they were grown on our farms, under as favorable conditions as our Asters ever received, we found that the plants of Vick's Triumph Comet Asters were taller, the stems longer and the flowers much larger and more double than those of the Astermum.

Prices: White, Shell Pink, Rose, Lavender, Crimson, Dark Blue, Purple and mixed, 1/16 oz., 20 cents; ⅛ oz., 35 cents; ¼ oz., 65 cents; ½ oz., $1.20; 1 oz., $2.00.

Vick's Snowdrift and other Earliest Asters

Here we are again with Vick's Snowdrift and its companions in colors. After two years crop failures it gives us considerable pleasure to offer again these large chrysanthemum flowered varieties, which we believe to be the earliest Asters of this type of importance for the cut flower trade. Especially valuable to the florist who starts plants early, transplants and sets in open ground as soon as frosts are over, for purpose of having flowers ahead of the early market.

Prices: Vick's Snowdrift, White, Lavender Pink, Lavender, Rose, and mixed; 1/32 oz.. 20 cents; 1/16 oz., 30 cents; ⅛ oz., 50 cents; ¼ oz., 85 cents; ½ oz., $1.50; 1 oz., $2.50.

Vick's Royal

This is the age of the specialist. For many varieties of seed we contract with men who grow them better than we could. In Asters we have specialized longer, introduced more varieties and grown more seed than any other seedsmen in America. That is why more Florists buy Aster Seed of us than of any other concern.

A Splendid Early Variety
Superior to Queen of Market

Without doubt one of the best, by many considered the very best, general purpose, early Aster ever introduced. The flower stems start from the plant close to the ground, are free from laterals and consequently give their full strength to the production of numerous large, handsomely proportioned flowers. It will come into bloom almost if not quite as early as Queen of Market. But it is immensely superior to Queen of Market in size, quality and productiveness. Possessing all of the characteristics of Vick's Late Branching, but blooming much earlier because of its vigor and productiveness, it will succeed under conditions which would be fatal to most other early varieties.

In our belief no other strain of Asters will give more general satisfaction than Vick's Royal. Royal Purple, the first in this class introduced in 1907, is one of our best selling varieties. Vick's Royal White and Royal Shell Pink are larger and a little later than the other colors. Royals are especially well adapted to growing under glass.

Prices: White, Lavender, Lavender Pink, Rose, Shell Pink, Purple and mixed: 1/16 oz., 20 cents; ⅛ oz., 35 cents; ¼ oz., 65 cents; ½ oz., $1.20; 1 oz., $2.00.

Queen of the Market

One of the few varieties offered by us which we did not introduce. Originally a European variety. Our stock is American grown and superior to the original type. It is extra early, very vigorous and yields large double salable blooms in great abundance. By sowing inside, transplanting to pots and transferring to open ground when safe, flowers can be produced in May or June depending on latitude and climate.

Prices: White, Shell Pink, Peach Blossom or Pink, Rose, Light Blue, Dark Blue, Scarlet, Lavender, Crimson, Light Rose and mixed, ⅛ oz., 25 cents; ¼ oz., 40 cents; ½ oz., 60 cents; 1 oz., $1.00.

"Two things are certain," runs an old saying, "death and taxes." In this connection we might add that failure to grow good Asters is certain if one starts with poor seed; but if one uses good seed and reasonable care, success is as certain as it can be with most things in this world.

Vick's Mikado Aster

The Leading Mid-Season Comet Aster

There is a rapidly growing demand for good Comet Asters of larger size and long stems in the Cut Flower trade. Without the slightest doubt this class of Asters will continue to grow in popularity wherever displayed. The main difficulty has been to find Comet Asters of sufficient substance to stand shipping. In this respect Vick's Mikado Asters are a very superior strain of the mid-season Comet type.

The flowers of this variety are large and full and of good substance; the curved and twisted petals make them resemble huge Chrysanthemums, and they are borne on long stiff stems. Our stock, the past season, as usual, was of the highest quality, with full rounded centers of curled and twisted petals.

The blooming season is most opportune, coming between the extra early and late sorts, thus enabling growers to have Asters of the Comet type from early summer until cold weather.

One of the most important varieties developed on Vick Seed Farms. Vick's Mikado still stands in the lead of all Comet or Chrysanthemum flowered varieties save one, Vick's Rochester Asters. Five colors: White, Shell Pink, Rose, Crimson, Dark Violet and mixed.

Prices: White, Shell Pink, Rose, Crimson, Dark Violet and mixed, 1/16 oz., 20 cents; ⅛ oz., 30 cents; ¼ oz., 50 cents; ½ oz., 85 cents; 1 oz., $1.50.

Vick's Late Branching

The difference in cost between Vick Quality Seeds and the common kind may be only a trifle, but trifles frequently make all the difference between success and failure.

The Peerless Queen of Asters

The popularity of **Vick's Branching Asters** continues to grow. Today more seed of these Asters is sold than of all other American-grown strains. While many other varieties are needed in any well proportioned crop of Asters, few florists could afford to be without a large planting of this exceptionally fine strain. Vick's Branching Asters are catalogued by many reliable seedsmen, from whom it would be perfectly safe for florists to order. There are imitators, however, against whose worthless substitutes we caution our customers and friends.

Bear in mind that Vick's Branching has steadily improved so that it surpasses the type sold only a few years ago. With the exception of our Non-lateral, our Late Branching are still the very best late Asters, and remain unsurpassed in those qualities which are demanded of a high class, quick-selling, commercial variety.

Plants are extra large, of strong and vigorous growth, yielding a profusion of flowers from the middle of August until heavy frost. The flowers are of extraordinary size, and stand erect on long graceful stems. In some colors there are two classes, the bushy type, listed here, which yields the largest number of good flowers, and the non-lateral type, see next page, which produces the largest possible flowers, with comparatively few side shoots or buds on the flower stems. Each has an important place in the trade.

Prices: White, Shell Pink (Mary Semple), Lavender Pink, Lavender (Azure Blue), Carlson's Lavender (Very Pale Lavender), Rose (Lady Roosevelt), Purple, Dark, Violet, Crimson and mixed, 1/8 oz., 20 cents; 1/4 oz., 35 cents; 1/2 oz., 65 cents; 1 oz., $1.25.

Rosy Carmine and Cardinal, 1/16 oz., 20 cents; 1/8 oz., 35 cents; 1/4 oz., 65 cents; 1/2 oz., $1.20; 1 oz., $2.00. **See other colors on opposite page.**

Do not confine your knowledge of Asters to the two or three kinds you have grown heretofore. Order our Fiorists' Prize Offer No. 4 and get acquainted with ali the leading varieties.

Vick's Non-Lateral Branching

Vick's Early Branching

This excellent Aster is similar in character of plant and flower to the Late Branching, but blooms about a week or ten days earlier, enabling the grower to market his Asters in advance of the main crop of Late Branching, at a time when there is a scarcity of good Asters, with prices correspondingly high.

The flower stems are comparatively devoid of side shoots, enabling the entire vitality of the plant to go into the development of the few long, graceful stems, crowned by immense double flowers. Practically every bloom is an exhibition flower. What is needed today is not more, but larger and better, Asters. Very sparse seeding.

Prices: White, Shell Pink, Lavender Pink, Rose, Lavender, Crimson, Purple, Dark Violet and mixed, 1/16 oz., 20 cents; ⅛ oz., 30 cents; ¼ oz., 50 cents; ½ oz., 85 cents; 1 oz., $1.50.

Vick's Late Branching

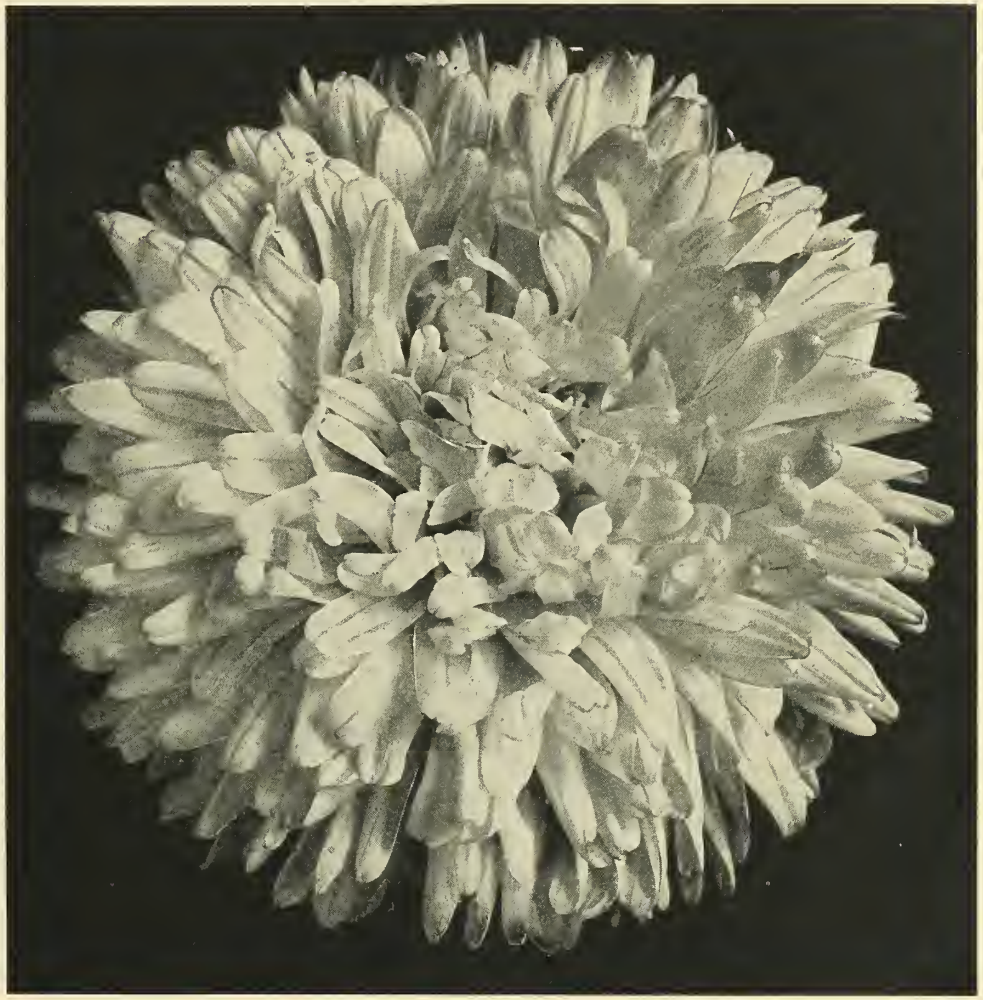
Peach Blossom. A deeper shade of color than Vick's Lavender Pink Branching. Very double; plants non-lateral.

A beautiful shade of considerably more color than Lavender Pink or Semple Pink, but lighter than Branching Rose. Very Popular.

Peerless Pink Branching. Beautiful shell pink. Resembles Mary Semple, except that it is more double, the center being filled with a thick whorl.

This year we have three more colors, **Lavender, Lavender Pink, Rose.**

Prices: 1/16 oz., 20 cents; ⅛ oz., 35 cents; ¼ oz., 65 cents; ½ oz., $1.20 cents; 1 oz., $2.00.



Vick's American Comet and Crego

We can't guarantee success, but we do furnish good seed, and good seed is an absolute necessity in order to obtain success. Better not start at all than start wrong by getting seed of doubtful quality.

Vick's American Comet

The American Comet and Mikado Asters have extra large Comet flowers on branching plants, which are vigorous and productive. The Mikado strain originated with us; the original Comet Aster in Europe. We have worked up a strain of American Comet which is unsurpassed. For Comet Asters to come immediately after Vick's Mikado we recommend Vick's Late American Comet very highly.

Our strain has magnificent, large, double flowers of the ragged Comet type. The plants resemble the Branching Asters in size and habit and in season of bloom. Late Lavender and Late Purple are exceptionally large and decorative. The Lavender is a beautiful clear shade of light lavender; the Purple is a fine rich shade and a splendid flower.

Prices: White, Shell Pink, Lavender, Purple, Rose, Crimson and mixed, 1/16 oz., 20 cents; ⅛ oz., 30 cents; ¼ oz., 50 cents; ½ oz., 85 cents; 1 oz., $1.50.

Improved Crego

The Crego is an Aster of the American Comet type. The only color which is distinctive is a pure shell pink, a trifle lighter shade than the Shell Pink Branching (Mary Semple). The other colors are simply good strains of a class long in cultivation.

The stock we offer is, we believe, the best grade it is possible to obtain anywhere, showing a marked improvement since it came into our hands.

Prices: Shell Pink, White, Lavender, Crimson, Purple, Rose and mixed, 1/16 oz., 20 cents; ⅛ oz., 30 cents; ¼ oz., 50 cents; ½ oz., 85 cents; 1 oz., $1.50.

It is our constant endeavor to produce varieties suitable for all seasons, circumstances of locality and trade and every individual taste. That is the reason for the rapidly growing demand for our Asters.

Vick's Early and Late Upright

Vick's Late Upright

Vick's Late Upright Asters possess all the good points of the important Upright class. The plants grow very compactly, sending the flower stems directly upward, on long, firm, strong stems, sometimes two feet or more in length.

The Plants cover less ground than any of the Branching varieties, and afford better opportunity for cultivation and other work in rows without damage to the flower stems.

Florists and others crowded for room can save valuable space for other kinds of plants between the Aster rows by using varieties of Upright types.

The Flowers in both form and size resemble Vick's Branching Asters, being large, symmetrical, double and full to the centers. The flowers always command high prices in the wholesale markets. They bloom about the middle of September. The demand for this seed is rapidly growing.

The Colors of Vick's Late Upright White, Lavender Pink, and also the Rose closely resemble those of the Late Branching. The Late Upright Crimson has very large flowers of a deeper and more glowing color than those of the Branching Crimson. Amethyst is a wonderful combination of Azure Blue and White.

Prices: White, Shell Pink, Lavender Pink, Rose, Amethyst, Crimson, (Giant Crimson), Purple, Peach Blossom and mixed, 1/16 oz., 20 cents; ⅛ oz., 30 cents; ¼ oz., 50 cents; ½ oz., 85 cents; 1 oz., $1.50.

Vick's Tall Varieties Mixed

We include in this mixture seed from a well balanced assortment of many leading early, mid-season, and late varieties in a wide range of colors and both branching and upright types of plants. Especially adapted for those who devote little gardening space to Asters and for florists uses on a small scale.

Prices: ⅛ oz., 25 cents; ¼ oz., 40 cents; ½ oz., 60 cents; 1 oz., $1.00.

Vick's Autumn Glory

Finally, do not get the impression that Asters are our only specialties. We handle about as complete a line of Flower and Vegetable Seeds, and certainly handle as high-grade stocks, as any other seedsmen in America. Tell us whether you are a florist or dealer and ask for our wholesale catalogue.

An Extraordinarily Beautiful, New, Very Late Branching Aster

Pure seashell pink. While similar in color to Semple's Pink, with which all growers are familiar, it has a better and more substantial flower, a deeper and longer-keeping color, larger and stronger type of plant. Its most distinctive characteristic and chief claim for recognition, however, is the fact that it is later in season than any of the other varieties.

While it cannot take the place of Silvery Pink, or Peerless Pink Branching and others of like color, all of which are earlier, it supplements them by blooming after the other Late Asters are past their prime, and before the early Chrysanthemums are ready, thus prolonging the Aster season two weeks, and coming at a time when good flowers are extremely scarce. Vick's Autumn Glory is a money-maker for the commercial grower, and a delight to the amateur. It comes uniformly true to color and type. The flowers are very double and are borne on stems of unusual length.

Prices: 1/32 oz., 20 cents; 1/16 oz., 30 cents; ⅛ oz., 50 cents; ¼ oz., 85 cents; ½ oz., $1.50; 1 oz., $2.50.

All Classes and Colors Mixed

Prices: ⅛ oz., 25 cents; ¼ oz., 40 cents; ½ oz., 60 cents; 1 oz., $1.00

Florists' Offer, No. 1

For the benefit of florists who want only a small quantity of each variety for trial purposes, we offer one retail packet each of any six of our newer varieties, except Black Knight, Heart of Rochester and Peerless Yellow, your choice, including our booklet, "How to Grow Asters," regular price 25 cents, for $1.00.

Florists' Display, No. 2.

One packet of any twelve varieties, twelve packets in all, your choice, including "How to Grow Asters," $2.00.

Florists' Exhibition Offer, No. 3

Twenty packets, your choice of any color or variety offered in this book, not more than one packet of each kind, including our booklet, "How to Grow Asters," $3.00.

Florists' Prize Offer, No. 4

Fifty packets, your choice, one each of any fifty kinds mentioned in this book, including all of our novelties, and our booklet, "How to Grow Asters," $5.00.

Success with Asters

A very complete, authoritative treatise on practical Aster growing based on our experience of over a third of a century in the intensive cultivation of this wonderful flower. It is revised up to date, and contains information about the latest developments in successful Aster culture and recent important discoveries about Aster diseases and enemies and their most effective control,—the result of careful, exhaustive experiments and study on our own farms, in hearty co-operation with our State Experimental Station. Every Aster grower who wants to keep abreast of the times and get the most out of his Aster crop should have a copy of this book.

Price 25c or free with any of the above special offers, or free if requested, with any order for Aster seed amounting to $1.00 or more.

Make Aster Growing a Business

There is this difference between an Aster grower business man and an Aster grower gambler. The business man makes Aster growing a regular business proposition; plans to put in a reasonable acreage every year. The gambler in Asters guesses whether the market next year will be high or low and makes his planting accordingly. If Asters are plentiful one year, he keeps out of the business the next year. On the other hand, if he sees other growers make a substantial profit one year, he puts in an enormous crop the next year. At least three times in five the Aster gambler loses. At least four times in five the Aster grower business man makes a substantial profit. Instead of putting in a large acreage one year and very few plants, if any, the next year, he plans to have a reasonable acreage every year. It almost surely pays.

Make Liberal Seed Sowings

Don't risk your entire success on one variety or on one planting of a number of varieties. With a little experience you will soon find out what kinds do well on your land and in your market. Put in frequent sowings of these kinds every few days so that when soil conditions are right, you will have plants ready to set out, neither too young nor too old. The cost of the seed of the plants not needed is a mere trifle compared with the success at which you aim. If you skimp on the seed needed in the first place and put in one planting only, possibly soil conditions may be unfavorable when your plants are ready to set. We always try to raise more plants than we shall need. This insures our getting in about the acreage we plan for. This advice is offered in the hope and the confidence that it will increase the prosperity of our Aster growers who are engaged in a rapidly growing and an increasingly profitable industry.

We give no warranty, express or implied, as to description, quality, productiveness, or any other matter of any seeds, bulbs or plants we sell, and we will not be in any way responsible for the crop. If the purchaser does not accept goods on these terms they are at once to be returned and any payments made in advance for same will be refunded.

JAMES VICK'S SONS, Rochester, N. Y., The Flower City.

What Others Have Done You Can Do

"Enclosed you will find my annual order for Aster seed and a few vegetable seeds. We had wonderful success with our Asters last year from seed bought from you. From less than a half acre we netted over $750.00 on the Detroit and Chicago markets after all express and commission charges had been deducted. Our retail sales must have at least equalled this but on them I have no accurate record, and then we lost many flowers on account of rain."—*E. A. H.*

Bad Axe, Michigan, January 24, 1927.

"We awarded 500 prizes last year, about 150 going to Asters which are the backbone of our show. Vick's stock stands right up with the best of them. I thought you might be interested in knowing that your stock and generous terms have been a considerable factor in our success."—*A. B. K.*

Salt Lake City, Utah, February 8, 1927.

"We have been pleased with results from your Aster seed. Have sent you some new customers this season."—*W. B. H.*

Danbury, Conn., February 18, 1927.

"Your Asters have certainly made a name for themselves in the plants I have sold the past two years. Customers have been especially delighted with the Mikado and Rochester and also that the blossoms show no yellow centers."—*C. E. T.*

East Pepperell, Mass., February 3, 1927.

"Seeds purchased from you last year were very successful. We had a poor growing season but results were wonderful. We made twice as much as we expected."—*J. F.*

Newark, N. Y., January 5, 1927.

A Few More Aster Testimonials—Results Count

"Seeds have proven entirely satisfactory and hope to increase my order next year."—*F. O. M.*

Elkhart, Ind., June 10, 1926.

"I just want you to know about your wonderful Aster seed. Well, I just have the most wonderful Asters one ever saw. Just as lovely as any picture of them and as large as saucers with great, large, long stems. Just as lovely as Chrysanthemums at $4.00 and $5.00 a dozen."—*G. G.*

Boyne City, Michigan, March 4, 1926.

"Last year I had the most wonderful Asters I ever saw anywhere. Had a great variety of classes and colors. The Heart of France were all I could wish for. I took two fine exhibits to our County Fair and took the prizes on both."—*J. E. P.*

Aurora, Nebr., March 10, 1926.

"I consider your Asters the finest in existence, and are all you claim for them."—*D. S.*

Yorkton, Sask., February 22, 1926.

"I had wonderful luck with your Asters last year. Everyone who saw them in bloom thought them wonderful, especially the Black Knight and Pink Enchantress. Some of my Perfection Whites measured five inches across."—*F. H. F.*

Des Moines, Iowa, March 2, 1926.

"I am pleased to say that your Asters are top-notchers. I want no other kind after buying your seed last year. Again I had thousands of them. Your bulbs I got two or three years ago were the largest I ever saw."—*G. H.*

Elk River, Minn., April 5, 1926.

"I think the Aster seed I got this winter was No. 1. You will hear from me again next year."—*L. H. V.*

Kenyon, Minn., June 5, 1926.

"Enclose herewith a poor picture of some very fine Asters I raised from your seed this past season. This year ordered Aster seeds thinking I might sell a few blooms to customers off my road-side stand. I did not sell much to the travelling public, but did not have enough to supply the demand of the florists in a nearby city. My sales to the florists at $3.00 per 100 amounted to a little over $72.00, and had I known what varieties to order for this class of trade, my sales would have been tripled."—*J. C. V.*

Montgomery, N. Y., December 11, 1926.

"Had best Aster plants I ever raised in hot beds and cold frames this year from your seed. Planted 6,000 of them myself and they look fine in garden."—*R. S. M.*

Jeddo, Pa., July 16, 1926.

"Last year my Asters went big, that is, I didn't have enough. Got the seed year before from you. Was only one in my neighborhood to have Asters that weren't blighted."—*J. C.*

Waterbury, Conn., April 27, 1926.

"We raised some of the finest Asters last season that we ever saw from seed we purchased from you. We had them five inches in diameter with thirty inch stems. They were greatly admired by all."—*L. P. P.*

Red Oak, Iowa, March 22, 1926.

"Have used and sold your seeds for over fifty-five years. I want to tell you that last year among other seeds I got your $5.00 Collection of Asters and we took all prizes at our County Fair (the largest County Fair in the state)."—*A. L. B.*

Hopkins, Minn., March 24, 1926.

"I have grown Asters for over thirty years and I had the best white Branching Asters last year that I ever saw, being over three feet long with a flower as big as a saucer and very double."—*A. W. H.*

Worcester, Mass., March 17, 1926.

"Find enclosed order for seeds for some more of those prize winning Asters. Please forward as soon as possible. Last year I had wonderful success with your seeds, winning first prize and special prizes for the best Asters on exhibition. Hope I will be as successful this year."—*F. F.*

London, Ont., February 25, 1926.

"I am well pleased with the Aster seed which I received last year. I had a most beautiful bed of Asters. Everyone who saw them said they were the finest they had ever seen."—*K. G.*

Wernersville, Pa., February 24, 1926.

"My Violet Kings last year were a marvel."—*E. W. S.*

Newton, Mass., February 24, 1926.

"I want to add a word of praise for your splendid seed. I have used your Aster seed now for three years, and have had wonderful results. I sold 900 blossoms off my small bed last year and had numbers of them for myself."—*L. E. D.*

Greenville, Tenn., February 1, 1926.

"I have been growing Asters from your seeds for a number of years. Last year we had the most beautiful Asters we have ever grown or seen anywhere."—*Dr. W. H.*

Mitchell, Ont., February 20, 1926.

"I am always delighted with my Asters when I get my seed from you."—*J. S.*

Kirkwood, Ga., February 16, 1926.

Semesan

TO PREVENT "DAMPING OFF"

One of the most common and troublesome difficulties in growing Aster plants, as well as any other plants which are started in a seed bed, is the fungus disease commonly known as "damping off." To prevent this trouble careful growers often go to extraordinary trouble and expense such as steaming the seed beds with live steam or baking the soil, or disinfecting in other expensive, cumbersome ways. It is known that these disease spores are in the soil, especially those rich in manure, and are carried in seed, hot bed sash and frames.

Semesan is a new organic mercuric disinfectant—the most effective remedy yet devised to kill fungus disease spores in the soil and on seed of Asters, Tomatoes or any other plants that are subject to this very destructive fungus trouble. When applied on the seed bed at the rate of one pound to fifty gallons (one part to four hundred parts) of water and sprinkled on the surface, it will cover a space of one thousand square feet. This has proved to be a practically sure preventive against "damping off." We have used this material also for treating seed to kill the spores on the seed, and it has proved very effective and will not injure the germination of any seeds, but, in fact, in most cases, it will tend to increase the germination, because it destroys the harmful disease spores which may retard germination.

It has a broad field of application as a disinfectant for seeds, bulbs, corms and tubers. It is used for sterilizing the soil in greenhouses, plant beds, hot beds and is the most effective fungicide for "Brown Patch" on grass, especially golf courses. It is so very easily applied, and is so inexpensive that everyone who grows plants can now protect himself against the ever present danger of "damping off." Full directions accompany each package, or we will send special circulars upon request.

Per 2 ozs., 50 cents; 8 ozs., $1.60; 1 lb., $2.75; 5 lbs., $13.00; 25 lbs., $62.50; 50 lbs., $122.50; 100 lbs., $240.00.

Arsenate of Lead Powder. A well known standard poison for all leaf-eating insects. Very effective either as a dust or as a spray in water alone or in lime sulphur or Bordeaux.

1 lb., 40 cents; 4 lbs., $1.40; 10 lbs., or more, 25 cents per lb.

Agri-Pax. A powerful but safe compact spray guaranteed by the makers to kill Aster beetles, Rose bugs, leaf hoppers, which most sprays would not affect, and all other insects of every known kind. A big boon to Aster growers. Will not harm tender plants. Non-poisonous to humans and animals; therefore, it can be used on all kinds of vegetables and fruits. No annoying fumes, no stains to hands or clothing.

8 ozs., 40 cents; 16 ozs., 60 cents; 32 ozs., $1.00.

Black Leaf-40. A standard liquid nicotine solution to destroy sucking insects such as aphis, plant lice, etc. Highly concentrated.

1-oz. bottle, 25 cents; ½-lb. can, $1.10; 2-lb. can, $3.25; 10-lb. can, $13.50.

Terro Ant Killer. Exterminates an ant colony in twenty-four hours. Can be used in house, greenhouse or any other building and on lawns, parks, golf courses. **2-oz. bottle, 50 cents.**

Cut Worm Killer. A poison bait for cut worms and slugs.

1 lb., 50 cents; 5 lbs., $2.00.

Volk. An effective spray to kill red spider, mealy bug, scale, mildew, aphis, flies, thrip, caterpillar. Safely used on tender greenhouse and garden plants. Will not burn hands, stain clothing or leave any disagreable odor. Actually brightens the plants and gives a healthy appearance.

½ pint, 50 cents; pint, 75 cents; quart, $1.00.

Cyanogas. A new material which forms deadly gas when exposed to the air. Two grades: G—granulated, forms gas slowly, is used by florists for fumigating greenhouses quickly and economically; A—dust, is finely pulverized and forms gas rapidly. The kind usually dusted into the holes of rats, moles, ants, woodchucks, etc.

Either grade, 1 lb., 70 cents; 5 lbs., $3.00.

Pulverized Sheep Manure

BETTER GRADE, LOWER PRICES

Every florist uses sheep manure and, of course, wants to buy the best obtainable at lowest possible prices. We believe that we can fulfill these requirements exactly. Our brand of Pulverized Sheep Manure, from the standpoint of result, the only true method of judging value, is the best we have ever used. It is a pure animal product, with nothing added to bring it up to high chemical analysis. Our sheep manure is composed of cleanings from wool and is without the usual amount of dirt and foreign matter so common in the ordinary stockyards product. It has an oily quality not found in ordinary sheep manure, which makes it less dry and powdery, more pleasant to use, and has a higher potash content than any other sheep manure we know of. We have used it for many years in large quantities, both in our greenhouses for making potting soil, and for field crops. It produces quicker and better results than stable manure without the unsightly appearance of the latter. Compare these prices with ordinary brands:

Per 100 lbs., $2.50; 500-lbs., $12.00; 1,000-lbs., $22.00; 1 ton, $42.00.

Pure Fine Raw Bone Meal. An excellent fertilizer for Asters. Excellent also for lawns, shrubbery, rose gardens and fine flower beds. Essential to production of best class of greenhouse flowers. Finely pulverized it decomposes rapidly, becoming therefore quickly available as plant food, but it does not evaporate or waste in the soil as rapidly as commercial fertilizers. Can be used safely on all kinds of plants in greenhouses or outside without danger of burning the tenderest plant. Very efficient, very economical.

5 lbs., 35 cents; 10 lbs., 60 cents; 25 lbs., $1.35; 50 lbs., $2.25; 100 lbs., $4.00; ton, $70.00.

Nitrate of Soda. The standard form of nitrogen fertilizer. Nitrogen is a necessary soil constituent for plant growth. Nitrate of Soda is a quick acting plant stimulant and food.

5 lbs., 50 cents; 25 lbs., $1.50; 50 lbs., $2.50; 100 lbs., $4.50.

Floranid. Most highly concentrated, quickest action and most effective nitrogen fertilizer, 92 times stronger than manure and containing 46% of immediately available nitrogen. Floranid produces quick vigorous growth in pot plants, field plants, shrubbery, perennials, lawns or wherever you want to stimulate growth, increase the yield and quality of blooms and fruits.

1 lb., 75 cents; 50 lbs., $12.00.

A Few More Testimonials

"The Aster seeds bought from you last year grew the best Asters I ever had."—*A. D.*

Scranton, Pa., February 12, 1926.

"My Asters last year were beautiful. Was more than pleased."—*H. L. F.*

Merrill, Wis., February 2, 1926.

"No doubt you will be glad to know that with eight entries of your Asters at two different flower shows last fall I won six first and two seconds. The classes in all cases being well filled with from five to seven entries in each. In the Victoria class the judge stated that they were the best Asters that he had ever judged and believe me, he has been on the job for a good many years."—*H. W. P.*

Yorkton, Sask., February 23, 1926.

"I feel it my duty to write you of the wonderful success I had with your Aster seed. I have four hundred of your plants and they are the finest I have ever raised and all my friends and neighbors have ordered plants for next spring so I will be sending you an early order."—*J. S. J.*

Bridgeville, Pa., September 10, 1926.

"I want so much to tell you of the wonderful Asters we raised from your seed last year. Well, they were wonderful—wonderful in size as well as colors. As one party told me, we had all colors of the rainbow. Our garden had enough of slope to display them nicely to those passing on the highway. When people came their first question was "Where did you get your seed?" I, of course, gladly told them. They would say, "Well—you sure got good seed." I said I would have no other. It don't pay."—*H. N.*

Portland, Oregon, February 9, 1926.

"I am glad to say the Aster seed I got from you did fine last year. I got second prize. I had to compete with thirty gardens. I am going to try for first this year."—*R. W. M.*

Erin, Ont., March 15, 1926.

"I sent to you for Aster seed and say with all my experience in raising flowers, I never had such Asters as those I got from you. They were perfectly lovely. Everyone that saw them said they never saw before such beautiful flowers."—*E. J. MacM.*

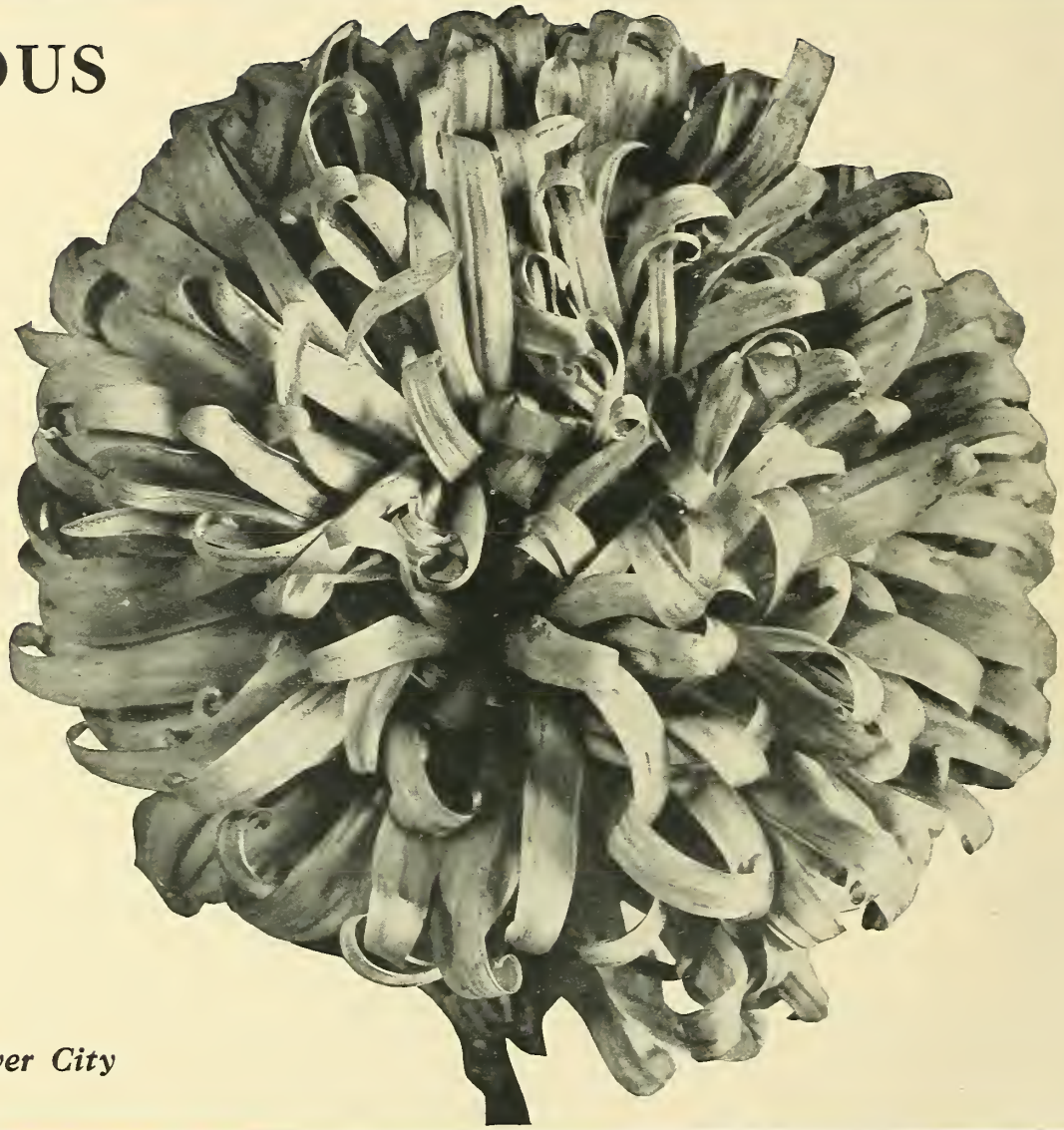
Hudson, Wisc., April 13, 1926.

Vick's
famous
Asters
FLORISTS AND SEEDSMEN ALWAYS GET BEST RESULTS BY USING VICK'S ASTERS
JAMES VICK'S SONS IS THE OLDEST MAIL ORDER SEED CONCERN IN AMERICA

VICK'S FAMOUS ROCHESTER ASTERS

★

The highest development of the Comet Type Asters. Now offered in practically all desirable colors. See pages 4 and 5.



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James Vick's Sons
Rochester, N. Y., *The Flower City*